



Inventor: Laura Lee KUSUMOTO et al.
Title of Invention: "SYSTEM AND METHOD
FOR CONSUMER-SELECTED ADVERTISING
AND BRANDING IN INTERACTIVE MEDIA"
Attorney Docket No.: 43461-201892
VENABLE

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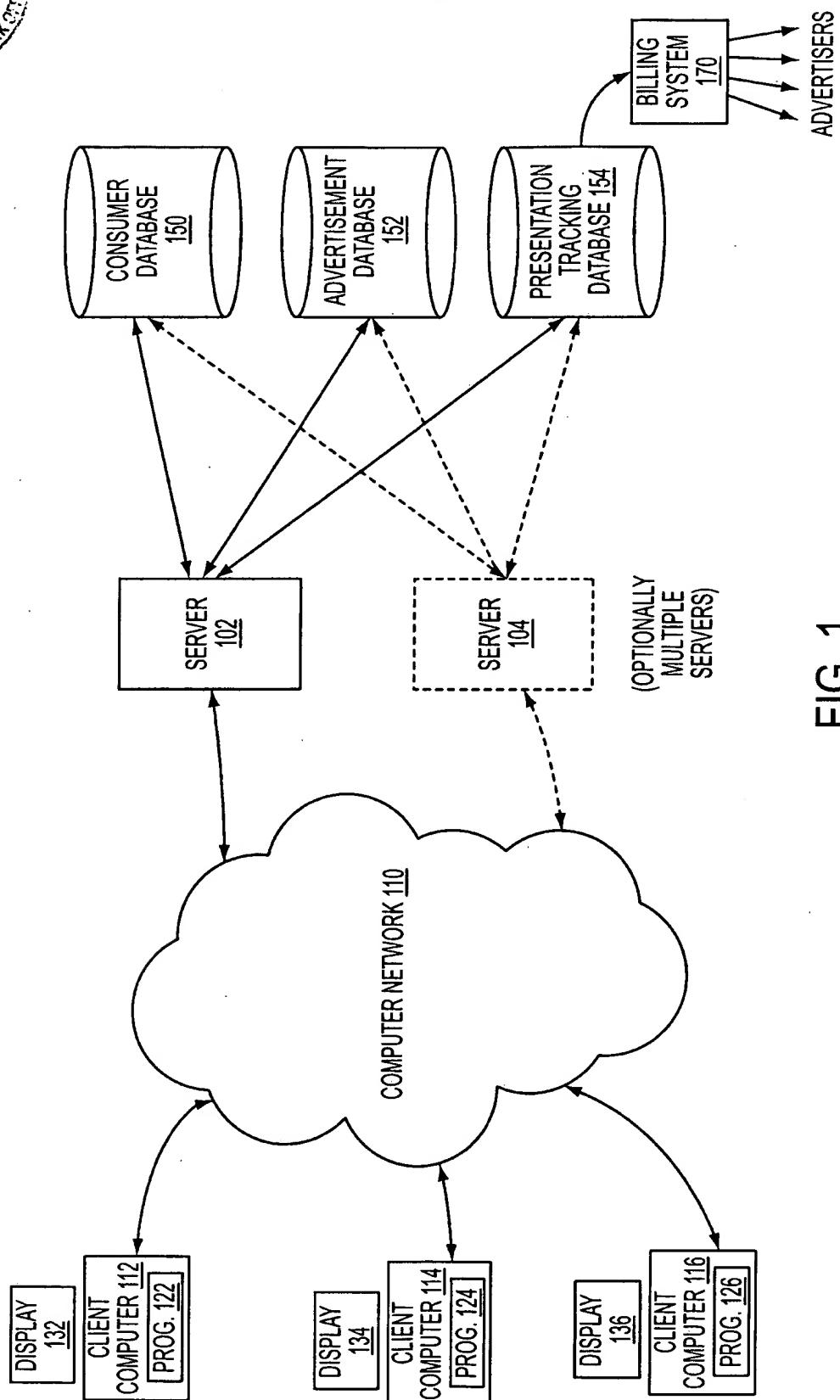


FIG. 1

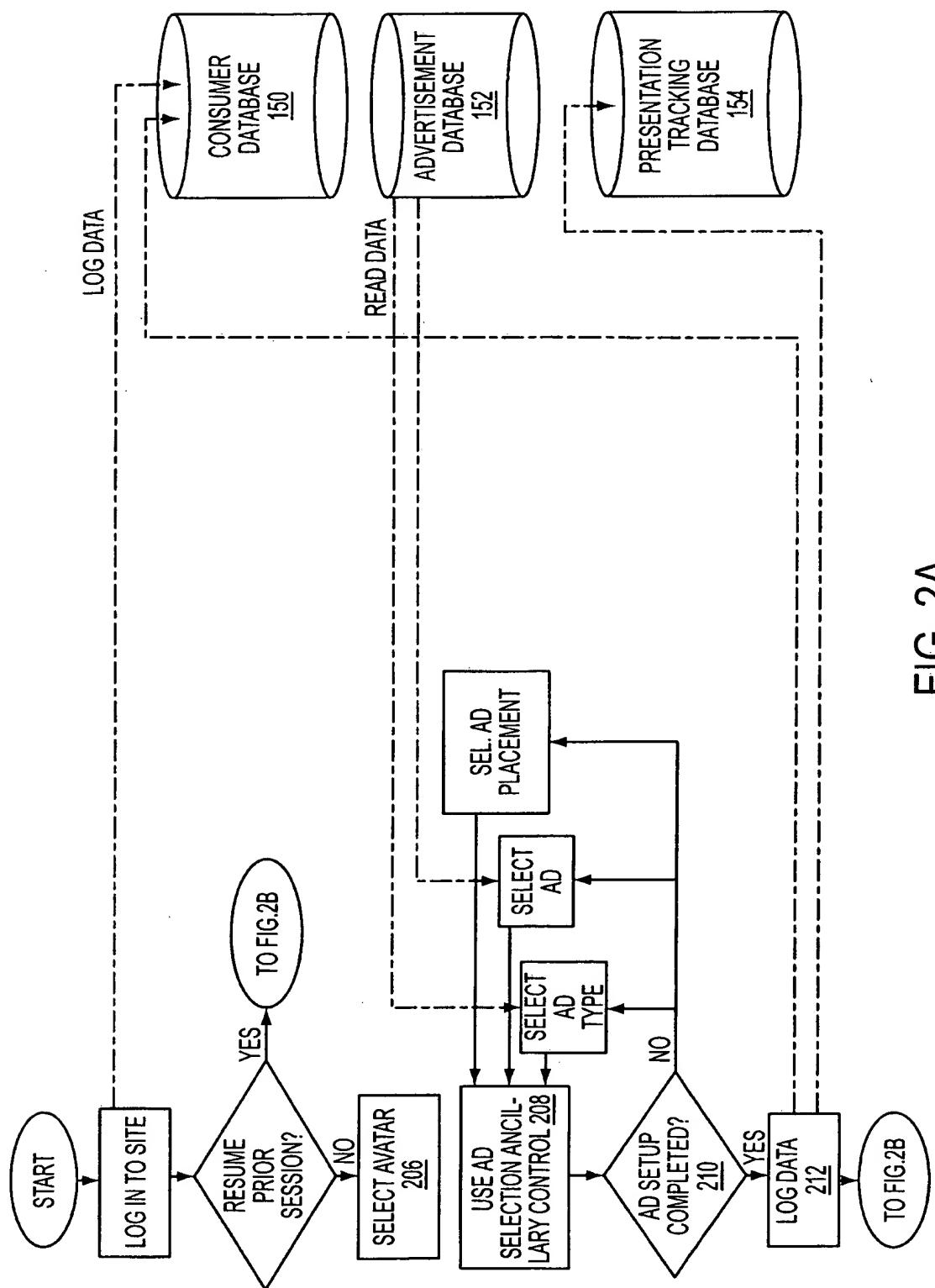


FIG. 2A

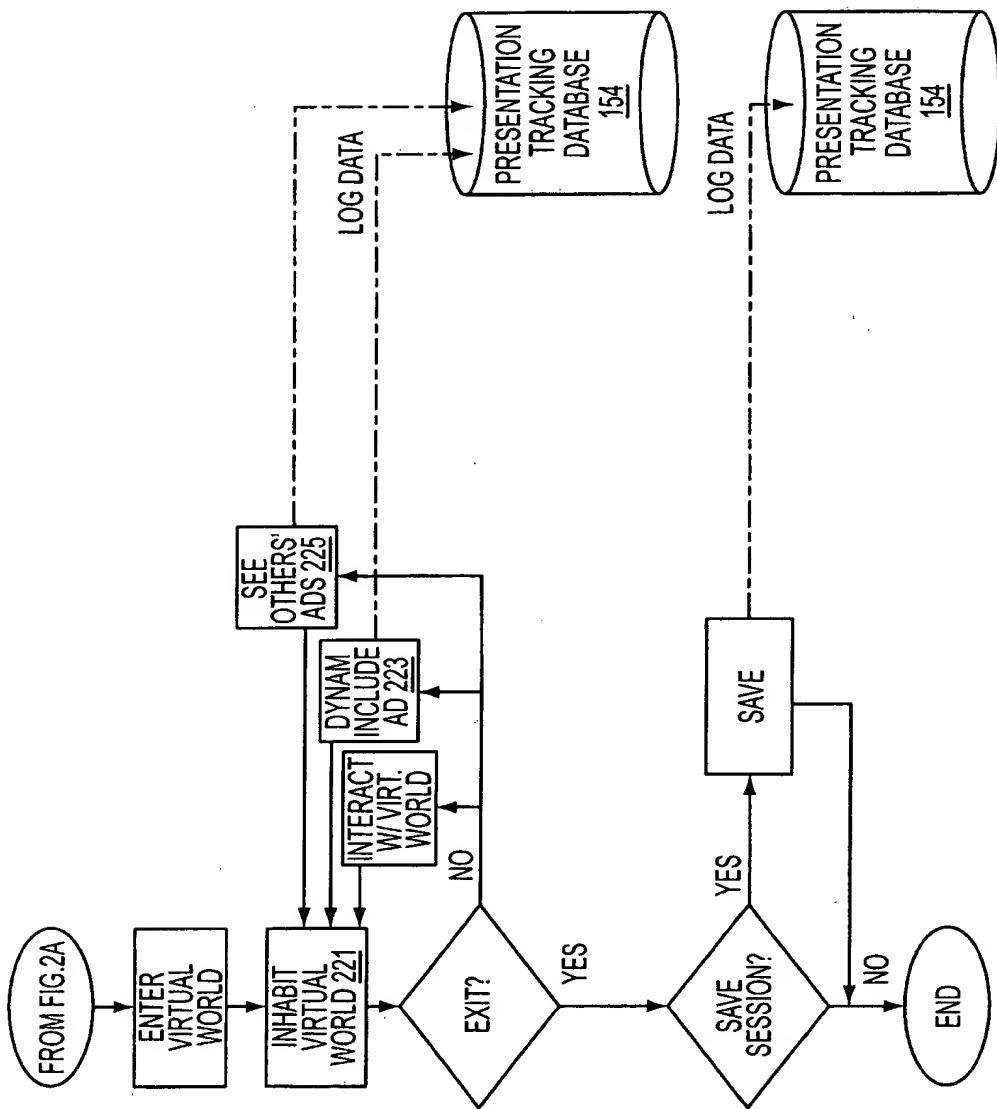


FIG. 2B

O I P E
APR 19 2005
PATENT & TRADEMARK OFFICE G2
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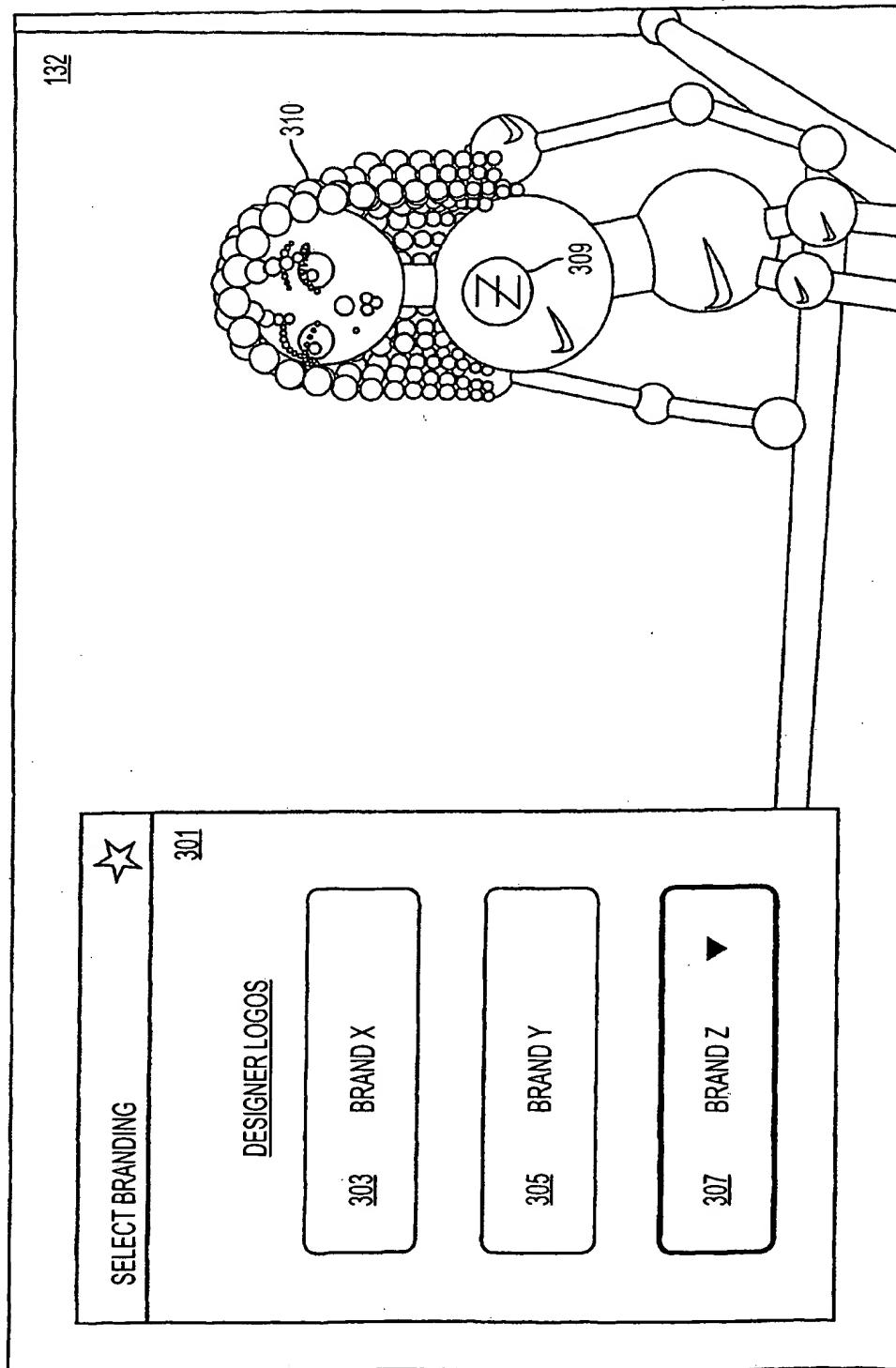


FIG. 3

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CUSTOMER ID	LAST NAME	FIRST NAME	E-MAIL ADDRESS	ENCRYPTED PASSWORD	LIST OF CURRENT AVATAR IDS	SAVED STATE	EXTERNAL INFO.	EXPERIENCE DATA	AGGREGATE DATA

DATABASE LAYOUT - CONSUMER DATABASE

FIG. 4A

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ADVERTISE-MENT ID	ADVERTISER ID	POINTER TO AD CONTENT	DISPLAY MODE TYPE ID	AD RATE DATA

DATABASE LAYOUT - ADVERTISEMENT DATABASE

FIG. 4B





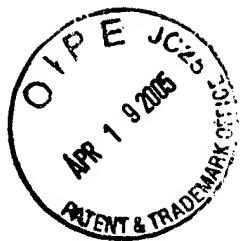
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ADVERTISE-MENT ID	AVATAR ID	ELAPSED TIME THIS AVATAR	ENVIRON-MENT	# OF OTHER EXPOSED AVATARS	# OF NON-PARTICIPATING VIEWERS	TOTAL EXPOSURE TIME

DATABASE LAYOUT - PRESENTATION TRACKING DATABASE

FIG. 4C



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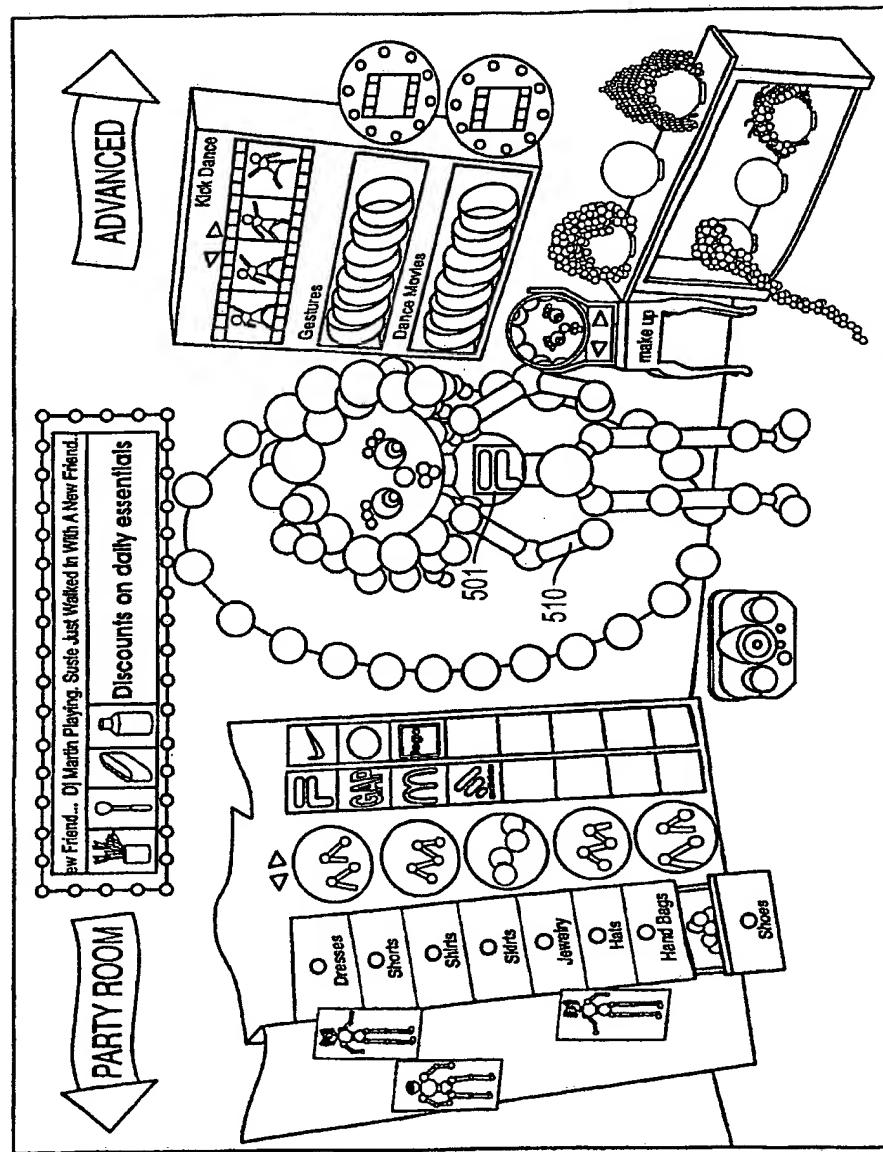


FIG. 5

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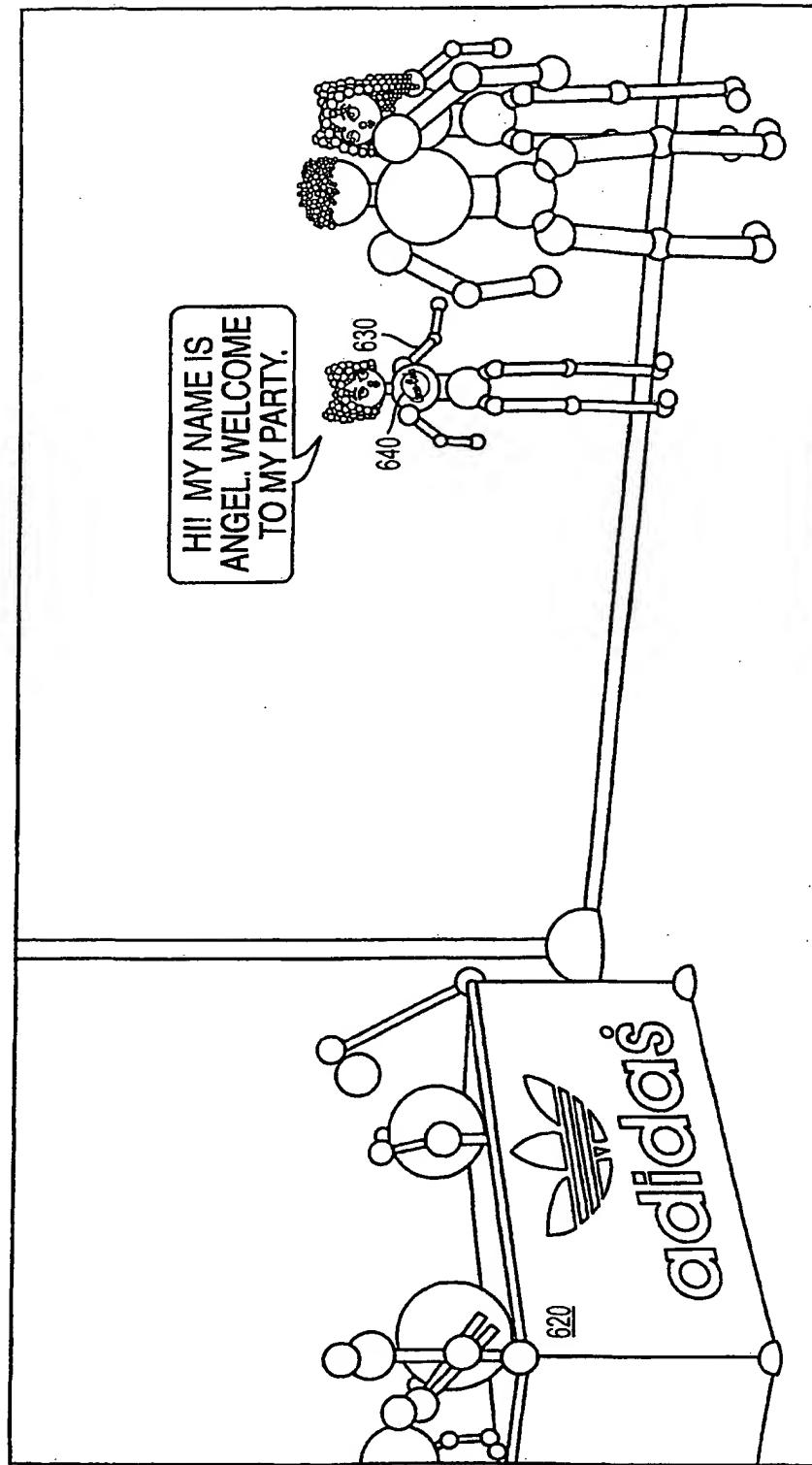


FIG. 6